ORIGINAL

## IN THE UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

Sipcam Agro USA, Inc.	)
Plaintiff,	) ) )
v.	)
Syngenta Crop Protection, Inc.	1:02 CV-2848
Defendant.	

#### **COMPLAINT FOR DECLARATORY JUDGMENT**

Plaintiff Sipcam Agro USA, Inc. ("Sipcam") hereby alleges the following as its Complaint for Declaratory Judgment:

#### **PARTIES**

- Plaintiff Sipcam Agro USA, Inc., is a Georgia Corporation with its principal place of business at 300 Colonial Center Parkway, Suite 230, Roswell, Georgia 30076.
- 2. Upon information and belief, Defendant Syngenta Crop Protection, Inc. ("Syngenta") is a Deleware corporation with its principal place of business at 410 Swing Road, Greensboro, North Carolina 27409.

#### **JURISDICTION AND VENUE**

3. This action is brought pursuant to 28 U.S.C. §§ 2201 and 2

Consent to US Wag.
Pretrial Instructions
Htie VII NTO

declaration of Sipcam's rights in an actual controversy between Sipcam and Syngenta within the jurisdiction of this Court. This Court has jurisdiction over the cause of action as it arises under 28 U.S.C. §1331 and §1338, and pursuant to 15 U.S.C. §1121.

4. Venue is appropriate pursuant to 28 U.S.C. § 1391(b) and (c).

#### **FACTS**

#### Sypcam's Use of MEFONOXAM

- 5. Sipcam manufactures and sells a fungicide composed of 25.1% (R)-2-[(2,6-dimethylphenyl) methoxyacetylamino propionic acid methyl ester, and 74.9% inert ingredients.
- 6. The common generic name for the fungicide that Sipcam sells is "mefenoxam."
- 7. Sipcam sells its mefenoxam fungicide under the name "Mefenoxam 2." A copy of the label for Sipcam's mefenoxam fungicide is attached hereto as Exhibit A.

#### Defendant's Threats to Sue

8. On or about February 21, 2002, Syngenta sent Sipcam a letter stating that Syngenta owned the trademark "'Mefenoxam'/Mefenoxam 2," alleging that Sipcam's use of "Mefenoxam 2" on its product labels infringed Syngenta's

trademark rights, and requesting confirmation of the steps that that Sipcam would undertake to "terminate this infringement and to avoid future confusion." (Exhibit B.)

- 9. On March 1, 2002, Sipcam responded to Syngenta's letter, indicating that mefenoxam is the common name for the product and not available to trademark. (Exhibit C.)
- 10. On April 11, 2002, Syngenta sent another letter to Sipcam, stating "my client has longstanding trademark rights to the mark Mefenoxam. While it may not prohibit the use of that name as an active ingredient by others, it can assert, use, and prevent others from using the name as a trademark." (Exhibit D.) Syngenta further stated in the letter that the use of "Mefenoxam" or "Mefenoxam 2" on the label for its fungicide product was "a blatant misrepresentation, inaccurate, and a further act (in addition to the earlier false trademark claims) of Unfair Competition (15 U.S.C. sec 1125(a))."
- 11. On September 9, 2002, Syngenta sent another letter to Sipcam, demanding that Syngenta "immediately cease use of 'MEFENOXAM' or 'MEFENOXAM 2' as a brand name." Syngenta further stated in the September 9, 2002 letter: "If you fail to take this simple and legally required action, my clients will seek redress in federal district court. I must have your response within 14

days." (Exhibit E.)

- 12. On October 7, 2002, Syngenta sent another letter to Sipcam, entitled "Final Demand." In the October 7 letter, Syngenta again re-alleged that Sipcam's use of MEFENOXAM 2 was illegal, misleading, and constituted an act of unfair competition. Syngenta again demanded that Sipcam immediately cease its use of MEFENOXAM or MEFENOXAM 2 as brand names, and again threatened to "seek redress in federal district court." (Exhibit F.)
- 13. Based on these communications, Sipcam has a real and reasonable apprehension of being sued for trademark infringement and unfair competition.

#### **COUNT I**

#### **DECLARATORY JUDGMENT OF RESPECTIVE RIGHTS**

- 14. An actual controversy exists between the parties with respect to whether Sipcam's use of mefenoxam and Mefenoxam 2 infringes any rights of Syngenta.
- 15. "Mefenoxam" is the generic term for the fungicide composed of (R)-2-[(2,6-dimethylphenyl) methoxyacetylamino propionic acid methyl ester.
- 16. Sipcam's use of the terms mefenoxam and Mefenoxam 2 does not violate any rights of Syngenta.
  - 17. Sipcam is entitled to a declaration pursuant to 28 U.S.C. § 2201

stating that mefenoxam is the generic term for the fungicide composed of (R)-2-[(2,6-dimethylphenyl) methoxyacetylamino propionic acid methyl ester, and that Sipcam's use of the terms mefenoxam and Mefenoxam 2 has not infringed and does not infringe any rights of Syngenta, and does not constitute unfair competition.

#### WHEREFORE, PLAINTIFF PRAYS FOR

- a) A declaration that mefenoxam is the generic term for the fungicide composed of (R)-2-[(2,6-dimethylphenyl) methoxyacetylamino propionic acid methyl ester.
- b) A declaration that Syngenta has no protectable or enforceable rights, trademark or otherwise, in the term mefenoxam.
- c) A declaration that Sipcam's use of the terms mefenoxam and Mefenoxam 2 has not infringed and does not infringe any rights of Syngenta, and does not constitute unfair competition.
- d) An award of Sipcam's reasonable attorney fees incurred in connection with this matter, pursuant to 15 U.S.C. § 1117(a) and 28 U.S.C. § 2202.
- e) An award of costs incurred in this matter.
- f) Any other relief that this Court deems appropriate.

Dated this	18 th	day of	October	, 2002.
Dated this	1 4	day of _		, 2002

Respectfully submitted,

Sumner C. Rosenberg

Georgia Bar No. 614,550

Lawrence K. Nodine

Georgia Bar No. 545,250

Mark L. Seigel

Georgia Bar No. 634,617

NEEDLE & ROSENBERG, P.C.

The Candler Building, Suite 1200

127 Peachtree Street, N.E.

Atlanta, Georgia 30303

(404) 688-0770 (telephone)

(404) 688-9880 (facsimile)

ATTORNEYS FOR PLAINTIFF





PEEL BACK BOOK HERE AND RESEAL AFTER OPENING ►



SIPCAM AGRO USA, INC.

# Mefenoxam 2

## TURF AND ORNAMENTAL FUNGICIDE For the control of certain diseases in various crops caused by the Comycete class of fungi

COMPOSITION

ACTIVE INGREDIENT: (1% by weight)

techmethylphenylj methoxyapetylamino] propionic acid methyl ester

INERT INGREDIENTS:

Metenoxam 2 contains 2 lbs. active ingredient (metenoxam) per gallon.

## KEEP OUT OF REACH OF CHILDREN

o processo no embende la enqueta, busque a alquien para que se la explique a listed en detalle. (If you do not understand inis abe. Inidisomeone to explain it to you in detail).

FIRST AID

IF IN EYES. Hold eyelids open and flush with a steady, gentle stream of water for 15 minutes. Get medical attention IF ON SKIN: Wash thoroughly with soap and water. Get medical attention.

IF SWALLOWED: Drink promptly a large quantity of milk, egg whites, gelatin solution, or if these are not available, drink targe quantity of milk, egg whites, gelatin solution, or if these are not available, drink targe quantity of milk, egg whites, gelatin solution. Control Center, Do not induce vomiting

Note to Physician: If ingested, lavage stomach. A slurry of activated charcoal in water can be left in the stomach

See Inside Booklet for Additional Precautions and Directions for Use.

SIPCAM AGRO USA, INC.
300 Colonial Center Pkwy, Sure 230
Roswell, Georgia 30076
www.spcarpagrousa.com

EPA Reg. No. 55146-73-60093 EPA Est. No. 5905-GA-1





## EXHIBIT / ATTACHMENT

\_\_\_B\_\_\_\_

Junios A. Zejbager Tradernark Counsal Symmetria Crap Protection (Inc. 1997) & n. 8 mag. P.O. Box (1890) Groensborn, NC 27419-8500 www.syngepla.com

Tel 335-632-7835 Fax 336-632-2012

e-mail lint zellinger@syngenia com

syngenta

February 21, 2002

Sipcam Agro USA, Inc. 300 Col. Center Pkwy. Suite 230 Rosewell, GA 30076

Agtrol International 7322 SW Freeway Suite 1400 Houston, TX 77074

SUBJECT:

Syngenta Trademark "Melenoxam"/Melenoxam 2

Dear Sirs:

Please rote that I represent Syngenta Crop Protection, Inc. which is the owner and/or exclusively licensed user of the above trademark

I have been advised that your company is marketing a brand of fungicide bearing the term "Metenoxam 2" and claiming trademark ownership thereon. While this adoption of those terms may have been innocent, your company has no rights to use the term Metenoxam as a trademark. Registrations exist in foreign countries, and an application currently exists before the United States Patent and Trademark Office.

Your use of the term 'Melenoxam' constitutes intringement of my client's trademark rights. It is also an act of Unfair Competition and violation of Section 43(a) of the Lanham Act (15 United States Code 1125(a))

Please confirm in writing within 14 days of this letter those steps which you will undertake to terminate this infringement and to avoid future confusion.

Very truly yours.

James A. Zéilinger Trademark Counsel

Syngentii Orop Protection, Inc.

O219JZZØ (ALM) [LEMNLRYTEGS]

#### Zeilinger Jim USGR

From:

Hofmann Josephim CHBS

Sent:

Monday, September 09, 2002 4:35 AM

To:

Zellinger Jim USGR USA - MEFENOXAM 2 (TM?) of SIPCAM ??? - URGENT Subject:



apsicopt pdf

ear Jim.

Please see below. I was informed that SIPCAM uses its MEFENOXAM 2 with the TM - sign (see attachment). Of course, the global PM P. Gall is now very worried, keeping in mind that our application for MEFENOXAM was rejected as being generic.

Could you please investigate and take the necessary actions:

- Maybe they applied for the mark and got a refusal. In this case, I guess you should send them a warning letter to stop the unlawful use of the TM-sign and inform the USPTO. This would also apply, if they haven't filed for the mark at all.
- I they applied and didn't get a refusal yet, could you take this up with the USPTO and intervene, due to the fact that MEFENOXAM is generic in the US and we -also- had our application rejected?

Please advise.

Best regards,

Joachim

----Original Message-----From: Gall Philippe CHBS

Sent: Freitag, 6. September 2002 11:48

To: Holmann Joachim CHBS Subject: FW: mp5KC001.pdf

Dear Josehlm,

PLease have a look at the following document:

You will see that SIPCAM did apparently register MEFENOXAM2 as a Trade Mark in the US.

How it is possible?

Regards

Philippa

CONFIDENTIALITY STATEMENT: This electronic massage contains information from the legal department of Syngenta Crop Protection, Inc. and is confidential or privileged. The information is intended solely for the use of the individual(s) or entities name

----Original Message----From: McKenzie Duncan CHBS Sent: merdl 3 septembre 2002 14:36 To: Gall Philippe CHBS

Co: Stockmar Christian CHBS Subject: FW: mp5KC001.pdf

Philippe,

Does SIPCAM USA sell metenoxam under the trade name: Metenoxam 2?

Duncan

-----Original Message-----

From: McKenzie Duncan CHBS

Sent: Dienstag, 3. September 2002 14:32 To: McKenzie Duncan CHBS

Subject: mp5KC001.pdf

#### Zeilinger Jim USGR

From: Zellinger Jlm USGR

Sent: Monday, September 09, 2002 8:49 AM

To: Hofmann Josephim CHBS
Co: Gegain John USGR

Subject: RETUSA - MEFENOXAM 2 (TM?) of SIPCAM ??? - URGENT

goggin has a number of letters to them from me including a response where they promised to remove (and did in some instances) the TM notice. I assume that I have a go shead for a lawsuit (which I recommend), await the lettersa from goggin, jaz

----Original Message-----

From: Holmann Joachim CHBS

Sent: Monday, September 09, 2002 4:35 AM

To: Zellinger Jim USGR

Subject: USA - MEFENOXAM 2 (TM?) of SIPCAM ??? - URGENT

Dear Jim.

Please see below. I was informed that SIPCAM uses its MEFENOXAM 2 with the TM - sign (see attachment). Of course, the global PM P, Gall is now very worried, keeping in mind that our application for MEFENOXAM was rejected as being genoric.

Could you please investigate and take the necessary actions:

- Maybe they applied for the mark and got a refusal. In this case, I guess you should send them a warning letter to stop the
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- I they applied and didn't got a refusal yet, could you take this up with the USPTO and intervene, due to the fact that MEFENOXAM is generic in the US and we -also- had our application rejected?

Please advise.

Best regards,

Joachim

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To Hofmann Joachim CHBS Subject: FW: mp5KQ001.pdf

Dear Joschim,

PLease have a look at the following document:

CONFIDENTIALITY STATEMENT: This electronic message contains information from the legal department of Syngenta Crop Protection, Inc. and is confidential or privileged. The information is intended solely for the use of the individual(s) or entities name

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How it is possible?

Regerds

#### Philippe

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To: Gall Philippe CHBS Cc. Stockmar Christian CHBS Subject: FW: mp5KC001.pdf

#### Philippo,

Does SIPCAM USA sell metenoxam under the trade name: Metenoxam 2?

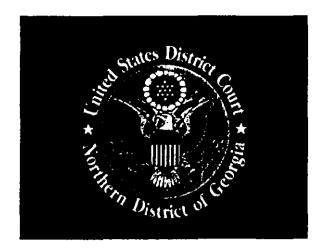
#### Duncan

----Original Message----

From: McKenzie Dungan CHBS

Sent: Dienstag, 3. September 2002 14:32 To: McKenzie Duncan CHBS

Subject: mp5KC001.pdf





<u>C</u>



### SIPCAM AGRO USA, INC.

March 1, 2002

Mr. James A Rellinger Trademark Counsel Syngenta Crop Protection, Inc. P.O.Box 18300 Greensboro, North Carolina 27419-8300

Dear Sir:

We are in receipt of your letter dated February 21, 2002.

You are correct in stating that Sipcam Agro does not have a registered trademark for Mefonoxam, and it was inadvertently put on the back of one of our labels.

We have destroyed all of these unused labels and any new printing will not been this claim.

We note that you state that you are trying to trademark Mefenoxam. We are surprised that you are trying to do this since Mefenoxam is a common name for this pesticide and not available to trademark.

If you continue to try to register Mefenoxam as a Sygenta trademark, we will oppose it vigorously.

Sincerely:

Fred Hallomann, President

Sipeam Agra USA Inc.



## EXHIBIT / ATTACHMENT

\_\_\_\_D\_\_

James A. Zeilinger Trademark Counsel Syngenta Crop Protection, Inc. 410 Swing Road Greensbore, NC 27409

Tel 336-632-7835 Fax 336-632-2012 n-mail: jim.4ellinger@syngenta.com



April 11, 2002

Sipcam Agro USA, Inc. 300 Colonial Center Parkway Suito 230 Roswell, Georgia 30076

SUBJECT: Mefenoxam

Dear Mr. Hallemann:

I am in receipt of your letter of March 1, 2002. Please note that my client has long-standing trademark rights to the mark Melenoxam. While it may not prohibit the use of that name as an active ingredient by others, it can assert, use, and prevent others from using the name as a trademark.

As your label correctly states, Metenoxam is listed as an active ingredient and less than twenty-five percent (25%) of the actual product which your company sejis. To call or describe your product as simply Metenoxam or Metenoxam 2 is a platant misrepresentation, inaccurate, and a further act (in addition to the earlier talse trademark claims) of Unfair Competition (15 U.S.C. sec 1125(a)). Thus any continued use of this name as a product, product name, or trademark is a misrepresentation and violation of tegeral law. It must cease immediately.

Meanwhile, I will convey your threats to my client concerning the trademark issue and my client's trademark rights. However, that is a separate issue than your misrepresentation and mislabeling.

Very truly wears.

Jarnes A Lellinger Tradumark Counsel

Syngenta Crop Protection, Inc.

JAZ:kmw



MAY 7 2002

#### SIPCAM AGRO USA, INC.

May 3, 2002

Syngenia Crop Protection, Inc. 410 Swing Road Grammsboro, North Carolina 27409 Attention: Mr. Jumes A Zallinger

Re: Mefenoxam

Dear Mr. Zellinger:

We are in receipt of your letter of April 11, 2002. Sipoam and others have used the tradename "Mefenoxam" for many years without objection. It is a generic mark and we intend to continue to use it as such.

Furthermore, we do not believe there is a basis for Syngenta obtaining a federal registration of the name as a trademark. At the appropriate time we intend to file objections to Syngento's or to any other person's application for federal registration of "Mefenoxam" as a trademark.

Finally, we reject your allegations that our use of the mark violates 15 U.S.C.  $\S1125(a)$ .

Please contact the undersigned with any questions.

Very truly yours,

times A. Zethnger Trademark Coursel Pyrigenta Crop Protection, inc. 410 Swing Rend Greenshold NC 27409

Tel 336-632-7835 Fax 336 532-2012 e-mail imo sanagnya @ syngenia comi



May 30, 2002

J.S. Lavell Nation's AG, LLC 4680 Monticello Avenue 18:-174 Willigrospurg, VA 23188

SUBJECT:

Melenoxam 2EC

Dear Sirs.

Lattach a letter of authorization in regard to your request for 'Metomil'. However, as we discussed, we cannot agree and thus authorize your use of a product bearing a 'Metenoxam' brand name. It is our position that 'Metenoxam' is a trademark of Syngenta. Company. Notwithstanding your position that metenoxam is a generic name for an active. ingredient, it cannot be used as a brand name (as it clearly is by the addition of SEC, etc )

While you may continue to use the identifier 'Metenoxam' as an ingredient of your product, it cannot be branded as 'Melenoxam' nor generically called metenoxam since that is a mere ingredient and neither the brand nor the product.

We will be happy to supply the necessary authorization upon revision to your product. brand name.

N. 02, 200 1. 32

Very truly yours,

Jamès A. Zellinger Trademark Counsel

Syngenia Crop Protection, Inc.

JAZ.krnw

ce. Ms. Kathy Wynn Ms. Bersy Katzman



## EXHIBIT / ATTACHMENT



James A. Zellinger Trademark Counsel **Syngenta Crop Protection, Inc.** 410 Swing Road Greensbord, NC 27409

Tel 336-632-7835 Fax 336-632-2012 e-majl. pm.zellinger@syngenta.com



September 9, 2002

Sipcam Agro USA, Inc. 300 Colonial Conter Parkway Sulte 230 Roswell, Georgia 30076

SUBJECT:

Metenoxam

Dear Sir:

As a final demand and response to your letter of May 3, 2002, said letter fails to address those issues raised in my previous correspondence. I strongly urge you to contact legal counsel for advise. You appear unable to grasp the difference between a brand name and ingredient name. Your EPA registration of "MEFENOXAM 2" as a brand name is a misrepresentation and illegal. Your use of "MEFENOXAM 2" as a brand name (and previous use and claim as a trademark) is also misleading and a continued act of unfair composition 15 U.S.C. sec 1125(a). As the earlier trademark claims were said acts.

My client demands that you immediately cease use of "MEFENOXAM" or "MEFENOXAM 2" as a brand name and that further you amend your MSDS-EPA label filing to delete said reference.

If you fail to take this simple and legally required action, my clients will seek redress in tederal district court. I must have your response within 14 days.

Very truly yours,

James A. Zeilhager Trademark Counsel

Syngenta Crop Protection, Inc.

JAZ:kmw

letter/mc/ennxam\_stpcom3



EXHIBIT / ATTACHMENT

James A. Zellinge. Trademark Counsel

Syngenta Crop Protection, Inc. 410 Swing Road Greensboro, NC 27409

Tel 336-632-7835 Fax 336-632-2012 e-mail: jim.zellinger@syngenta.com



October 7, 2002

#### Final Demand

Sipcam Agro USA, Inc. 300 Colonial Center Parkway Sulte 230 Roswell, Georgia 39076

SUBJECT:

<u>Mefenoxam</u>

Dear Sir:

As a final demand and response to your letter of May 3, 2002, said letter fails to address those issues raised in my previous correspondence. I strongly urge you to contact legal counsel for advise. You appear unable to grasp the difference between a brand name and ingredient name. Your EPA registration of "MEFENOXAM 2" as a brand name is a misrepresentation and illegal. Your use of "MEFENOXAM 2" as a brand name (and previous use and claim as a trademark) is also misleading and a continued act of unfair competition 15 U.S.C. sec 1125(a). As the earlier trademark claims were said acts.

My client demands that you immediately cease use of "MEFENOXAM" or "MEFENOXAM 2" as a brand name <u>and</u> that <u>further</u> you <u>amend your MSDS-EPA label filing to delete</u> said reference.

If you fail to take this simple and legally required action, my clients will seek redress in federal district court. I must have your response within 14 days.

VerV truly yours.

James A. Zellinger Trædemark Counsel

Syngenta Crop Protection, Inc.

JAZ:kmw

letter/mefenoxam\_sipcam4

Fig. 1. The property of the prope

NEEDLE & ROSENBERG

NEEDLE & ROSENBERG PC THE CANDLER BUILDING 12.7 PEACHIRLE STREET NE ATLANTA, GLORGIA 30303-1811 404-688-0770 NEEDLEROSENBERG COM

Sumner C. Rosenberg 404-688-9880 FACSIMILE srosenberg@needlerosenberg.com

October 18, 2002

Honorable Luther D. Thomas Clerk of Court USDC, NORTHERN DISTRICT OF GEORGIA 2211 U.S. Courthouse 75 Spring Street, SW Atlanta, Georgia 30335

RE:

Sipcam A gro USA, Inc. v Syngenta Crop Protection, Inc. 1:02 UV-2848

N&R Reference No. 19288.4000

Dear Mr. Thomas:

Enclosed for filing in connection with the above-referenced case, please find the original and three (3) copies of a COMPLAINT. Please return to me two (2) copies of the Complaint stamped "Filed" by the courier. Thank you for your assistance.

Very truly yours,

NEEDLE & ROSENBERG, P.C.

Sumner C. Rosenberg

Enclosures

## URIGINAL

#### UNITED STATES DISTRICT COURT

#### NORTHERN DISTRICT OF GEORGIA

SIPCAM AGRO USA, INC.

SUMMONS IN A CIVIL ACTION

٧.

CASE NUMBER:

1:02 CV-2848

SYNGENTA CROP PROTECTION, INC.

TO:

SYNGENTS CROP PROFECTION, INC -

REGISTERED AGENT FOR

SYNGENTA CROP PROTECTION, INC.

410 Swing Road

Greensboro, North Carolina 27409

YOU ARE HEREBY SUMMONED and required to file with the Clerk of this Court and serve upon PLAINTIFF'S ATTORNEYS:

SUMNER C. ROSENBERG, ESQ. LAWRENCE K. NODINE, ESQ. MARK L. SEIGEL, ESQ. Needle & Rosenberg, P.C. The Candler Building 127 Peachtree Street, N.E. Atlanta, GA 30303

an Answer to the complaint which is herewith served upon you, within <u>twenty (20)</u> days after service of this summons upon you, exclusive of the day of service. If you fail to do so, judgment by default will be taken against you for the relief demanded in the complaint.

LOTEUR D. TREESER	OCT 1 8 2082
Clerk, Panalander Chief	Date

	RETUR	N OF SERVICE				
Service of the S	ummons and Complaint was made by me	Date				
Name of Server		Title				
Check on box b	elow to indicate appropriate method of service					
	Served personally upon the defendant. Place where served:					
[]	Left copies thereof at the defendant's dwelling house or usual place of abode with a person of suitable age and discretion then residing therein.  Name of Person with whom the summons and complaint were left:					
	Returned unexecuted:					
	Other (specify):					
	STATEMENT	OF SERVICE FEE	S			
TRAVEL	SERVICES		TOTAL			
DECLARATION OF SERVER						
	re under penalty of perjury under the laws of the rvice and Statement of Service Fees is true and		ca that the foregoing information contained in			
Executed on						
		e of Server				
	Address	of Server				